



MORE ACTION IN
GETTING UP
WITH ANTI-GRIP PRESSURE POINTS

**DEDICATED TO ALL
THE GRAF WRITERS
WHOSE ART WAS
DISMISSED AS FILTH.**



MARC ECKÖ'S
getting up
CONTENTS UNDER PRESSURE

I am a product of graf. From the art on my walls, to the goods I consume and create, this is who I am. For seven years, "Getting Up: Contents Under Pressure" has evolved along with my understanding of the power held by a strategically placed message and the risk involved in getting it up. This is the result.

For any graf writer, a blackbook is sacred. Each page documents a single moment in your career...sketches of wildstyle throwups, shots of a piece rolling by on the IRT line, tags from legends you've met along the way. It cannot be reproduced or rebroadcast.

This book began the day that I came up with the concept for "Getting Up." Now it's yours. Get a feel for the artists who, although I could never run with them, definitely shaped my future early on; the subway layups and other sites that we visited to make sure the gaming environment was true to graf life; and my early character sketches brought to life by Atari, The Collective and our celebrity cast.

As for the rest of the pages, enjoy. Only one thing...NO DRIPS.

-Marc Eckō



1972



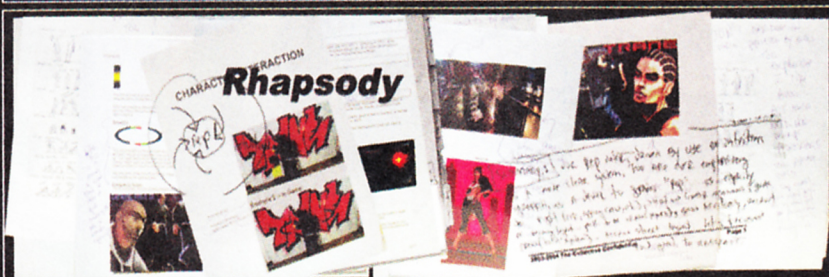
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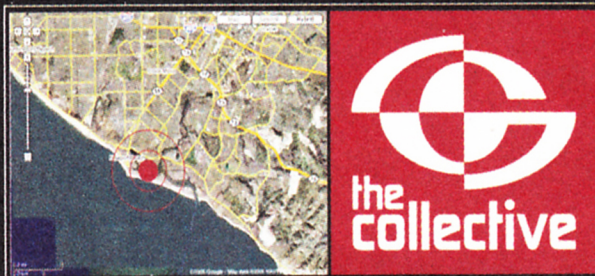
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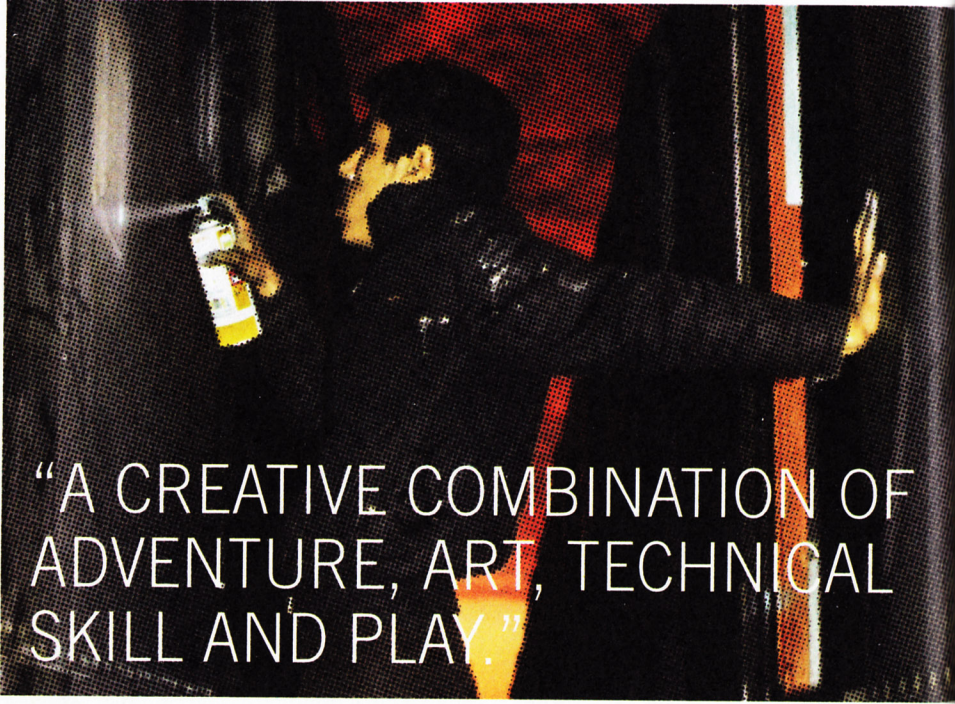
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MARC ECKŌ'S
**getting
 up**
 CONTENTS UNDER PRESSURE

1972 MARC ECKŌ IS BORN, AND ATARI'S NOLAN BUSHNELL INTRODUCES PONG
 3/93 *ECKŌ UNLTD. LAUNCHES WITH SEVEN TEES 6/98 GETTING UP CONCEIVED,
 SCRIPT AND CHARACTER DEVELOPMENT BEGINS 11/01 BEGAN MEETING WITH
 POTENTIAL PUBLISHERS 1/02 TALIB KWELI APPROACHED AS VOICE OF TRANE
 7/03 FINALIZED THE AGREEMENT WITH ATARI 8/03 SECURED THE COLLECTIVE
 11/03 BROUGHT IN ALAN KET TO ADD REALISTIC GRAF VIEWPOINT 1/04 COLLECTIVE
 PRESENTED PROOF OF CONCEPT AT ATARI 5/04 GETTING UP TRAILER UNVEILED
 AT E3 IN LA 2/05 SIGNED WIRELESS DEAL WITH GLU MOBILE 5/05 ANNOUNCED
 INVOLVEMENT OF 65 GRAF WRITERS AND 6 IN-GAME LEGENDS 6/05 RECORDED
 ALL-STAR COLLECTION OF VOICE-OVERS 9/06 SUNG KNEW 11/15 GAME RELEASED.



“A CREATIVE COMBINATION OF
ADVENTURE, ART, TECHNICAL
SKILL AND PLAY.”

GRAFFITI: THROUGH THE CAMERA'S EYE by MARTHA COOPER

When I first began to document graffiti, I assumed that this was a short-lived phenomenon, specific to New York City. I thought it was related to the chaos, crime and fiscal bankruptcy at the time and that these conditions could not be replicated elsewhere. The idea of graffiti flourishing in orderly and wealthy countries such as Germany, Japan or Sweden would have been laughable, had it ever crossed my mind. I now see that there is something universally appealing about spray can graffiti. It's a very personal form of self-expression, yet practiced in a sociable way among fellow enthusiasts--a creative combination of adventure, art, technical skill and play.

Over the past twenty-five years, graffiti has had an impact on mainstream graphics and design, and spawned the street art movement now flourishing worldwide. Graffiti artists have taken control of their work by forming their own galleries, publishing their own zines and sharing their work on hundreds of websites. In a city where we are relentlessly bombarded by commercial advertising on every conceivable surface, I find it refreshing to see individual works painted by hand. Keeping an eye out for who is up, where, with what, and how often, adds intrigue to my otherwise routine NYC daily excursions.



01

02

01: SUBWAY ART

BY MARTHA COOPER & HENRY CHALFANT

02: MARTHA COOPER, PHOTOGRAPHER AND CO-AUTHOR
OF SUBWAY ART, THE DEFINITIVE DOCUMENTARY ON THE
GOLDEN AGE OF GRAFFITI.



ty gives the brushoff graffiti party permit

OFFICIALS revoked a permit yes-
for a Chelsea block party that was
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discussions are contin
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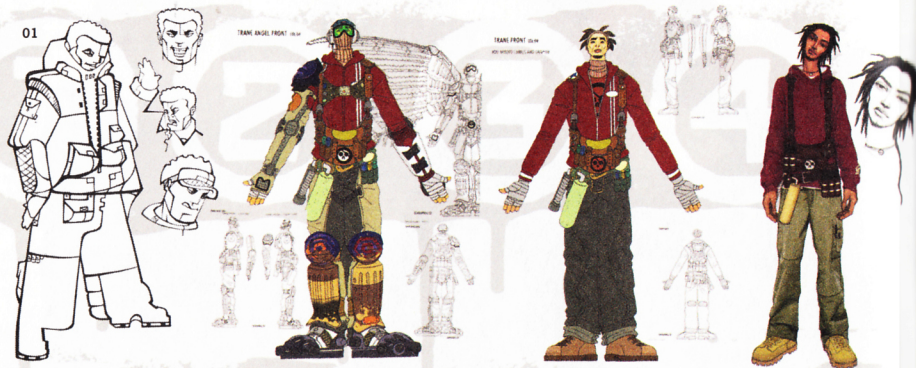
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This is not really art or ex





CITIZEN TRANE: FROM TOY TO LEGEND

Before "Getting Up" there was Trane, a blend of several young, athletic graffiti writers who ruled the rails of NYC in the early-80s. As the game came together, the leader of the Still Free Crew was continually changing and evolving, moving away from early comic book caricatures to the death-defying, hyper-real protagonist you see today.

01: TRANE'S EVOLUTION

02: ORIGINAL OPTIONS FOR BACK OF TRANE'S HOODIE

03: "STILL FREE": FINAL HOODIE ARTWORK

04: FINAL TRANE RENDERS

05: IN-GAME SCREENSHOTS OF TRANE

06: EARLY FACIAL EXPRESSION STUDIES



EXPRESSION STUDIES



The Writing's on the Wall: Judge
The City To Allow Graffiti Cele

A federal judge, alluding to works
Sophocles and Shakespeare, or
ed the city to reinstate a permit for
graffiti celebration yesterday, call-
ing the revocation "a flagrant viola-
tion of the First Amendment" that

a suspicion that a p
might lead to criminal
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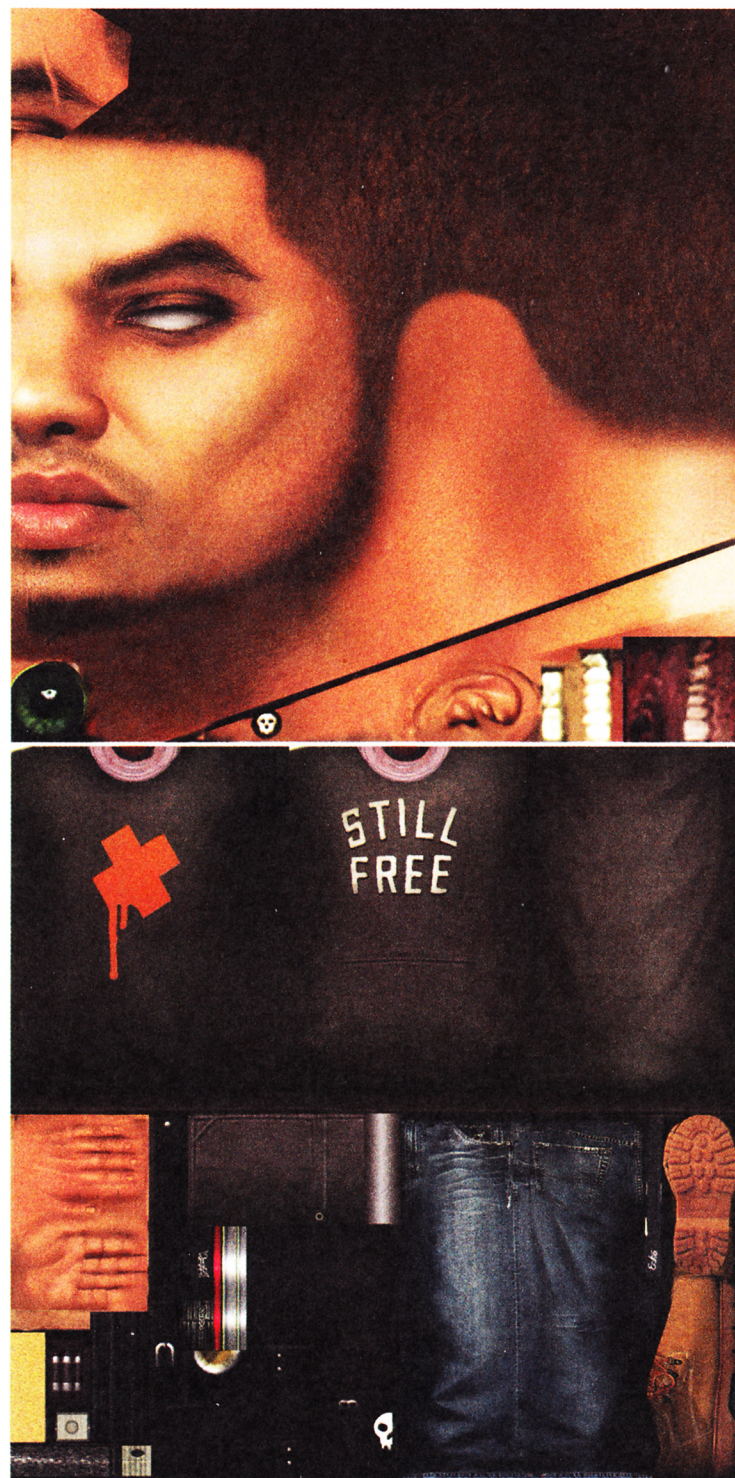
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BAYLOR UNIVERSITY
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FLESH, BONES AND POLYGONS

Built from early sketches and refined by The Collective team, the character of Trane slowly came to life over the past two years. Consisting of thousands of polygons, both the in-game model and the more advanced cinematic model were made complete through the skin of a texture map, the movement of various motion capture sessions, and the voice of acclaimed recording artist, Talib Kweli.





ALL IN THE FAMILY

01: WHITE MIKE 02: STAKE 03: TRANE 04: CUDÁ 05: KRY-ONE

Behind every corner lurk rival writers, roving vandal squad members and heavily armed militia known as the CCK. Without your crew, you're a dead man. But with White Mike, Kry-One and the rest of the Still Free Crew watching your back, it's time to hit those heaven spots and let the world know that something just isn't right down at CCK Headquarters.



"WHAT A CREW MEANS TO A WRITER IS HIS FAMILY."

—NOXER.DOD



REVIVE, REBUILD, RENEW

What happens when an urban renewal program goes terribly wrong? Having just won an election based on a promise to clean up New Radius, Mayor Sung and his battalion of orange-clad goons have made graf writers public enemy number one. Yesterday they were simple beat cops; today they are the Civil Conduct Keepers, armed enforcers charged with maintaining a total police state.

01: CCK GUARD STAGES OF DEVELOPMENT

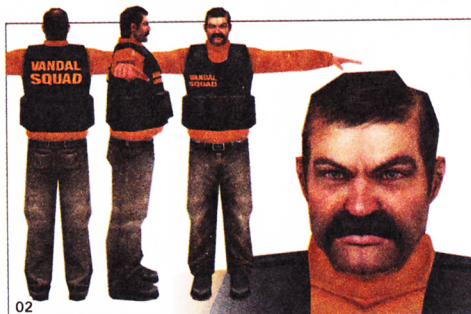
02: VANDAL SQUAD CHARACTER DEVELOPMENT

03: AUNT BETH: VANDAL SQUAD LEADER

04: CCK HEADS: VANDAL SQUAD COP, MAYOR SUNG,

CCK HEAVY GUARD, CCK POLICE CHIEF

05: CCK PROPAGANDA POSTERS & BILLBOARDS

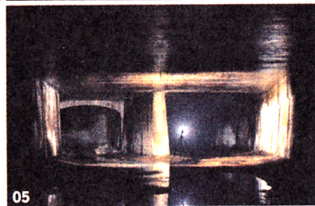
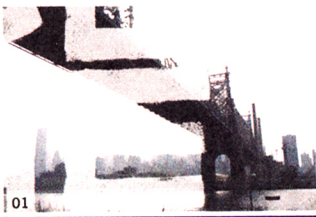




NOW ENTERING NEW RADIUS, POP. 7.2 MILLION

Welcome to New Radius, a world where graffiti has been banned and freedom of expression suppressed. This used to be your city, Trane, and now it's time to take it back. The mayor and his band of enforcers can't be everywhere at once so consider each step carefully...otherwise it's a long fall back to the bottom.





UNDERGROUND LORE OF NYC + VERTICALITY OF HONG KONG =

- 01: QUEENSBRIDGE
- 02: DUSK LIGHTING REFERENCE
- 03: BOMBED NYC ROOFTOP

- 04: VERTICALITY REFERENCE
- 05: UNDERGROUND / TUNNELS
- 06: SUBWAY LAYOUTS
- 07: BROOKLYN GRAFFITI POOL

- 08: GRAFFITI RESEARCH
- 09: ELEVATED TRAIN TRACKS & ROOFTOPS RESEARCH
- 10: BODEGA RESEARCH

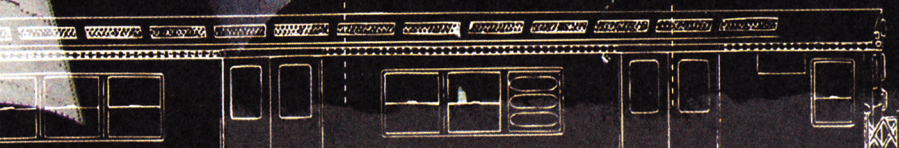
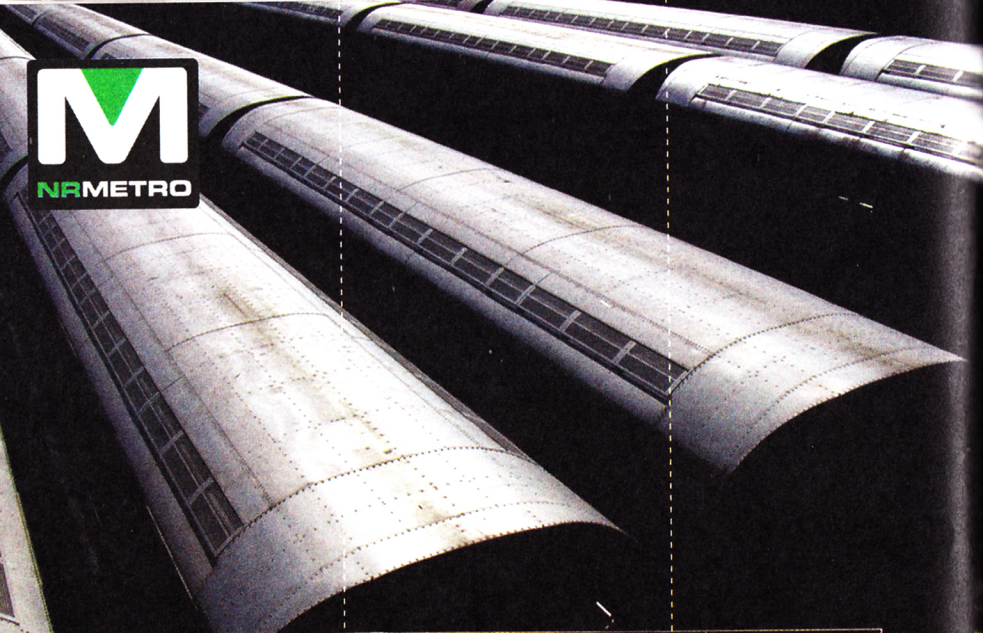
THE CITY OF NEW RADIUS

- H1: TRANE'S BEDROOM
- H2: CCK HELICOPTER PAD
- H3: EXPLORING NEW RADIUS
- H4: SUBWAY PLATFORM

- 05: TRANE'S NEIGHBORHOOD
- 06: HANGING FROM HIGHWAY SIGN
- 07: CCK HEADQUARTERS FACADE
- 08: SNEAKING INTO THE LAYOUTS

- 09: BARBERSHOP IN TRANE'S HOOD
- 10: TRANE BEING HUNTED BY CCK
- 11: ELEVATED SUBWAY TRAIN NEAR TRANE'S HOOD





UNDERGROUND

BENEATH THE STREETS

The layups: It's where it all happened back in the day. Open the grate and drop down into the artist's underground lair, a place built for bombing as trains rest for another day on the rails. Enter with caution, though, because these walls have eyes, and the people on the other side won't be happy to see you.



Washington St.

O X T

M



Hawthorne St.

6 7

05



06

01: SUBWAY LAYUP NEAR TRANE'S HOOD

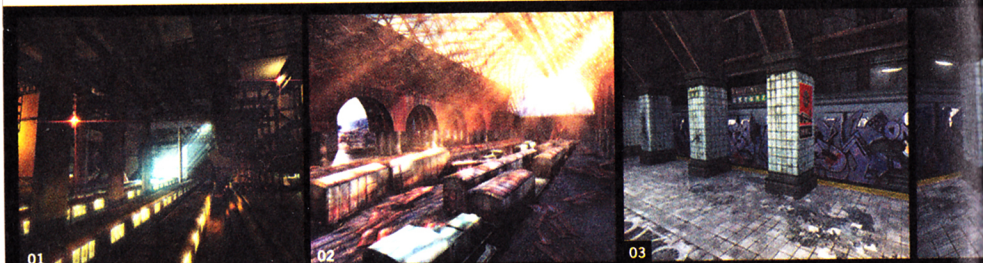
02: ABANDONED TRAIN DEPOT

03: NR METRO SUBWAY PLATFORM

04: TRANE DROPPING DOWN INTO THE TUNNELS

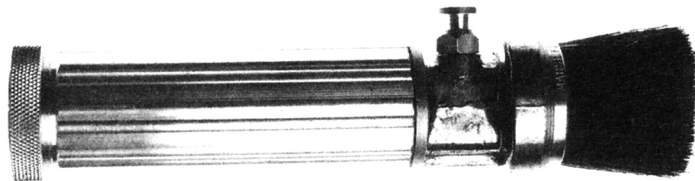
05: NEW RADIUS METRO SIGNAGE

06: NYC SUBWAY REFERENCES





SP ONE



MARSH FB/26



SITE KDM



YEAR



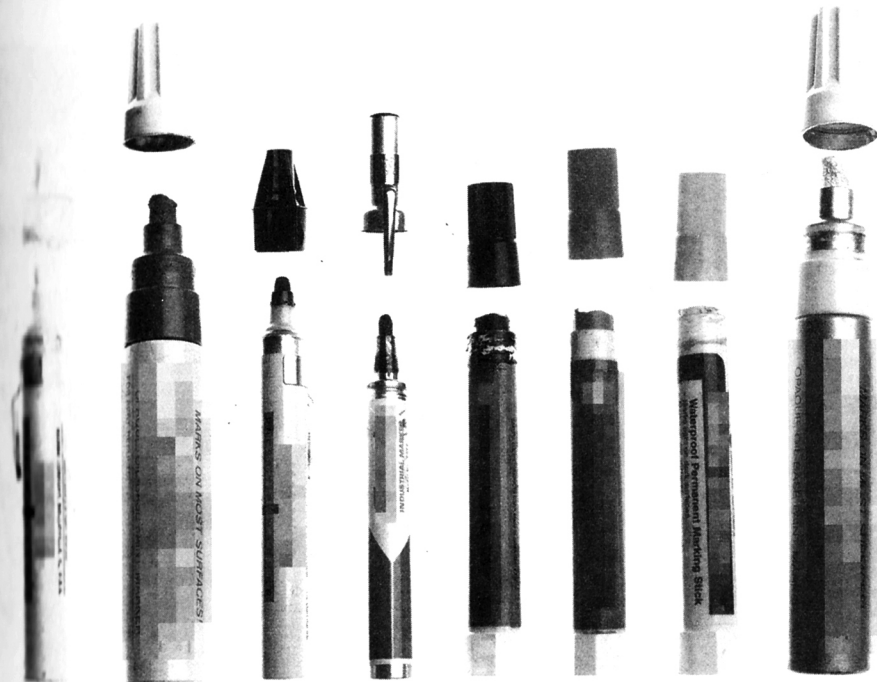
YEAR



SNATCH CWK



SP ONE



CHILD

PROPS NYC

NES

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DEAR

OJAE

SABE



SP ONE

CYCLE

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ELF MPC

SMITH SANE

JEST

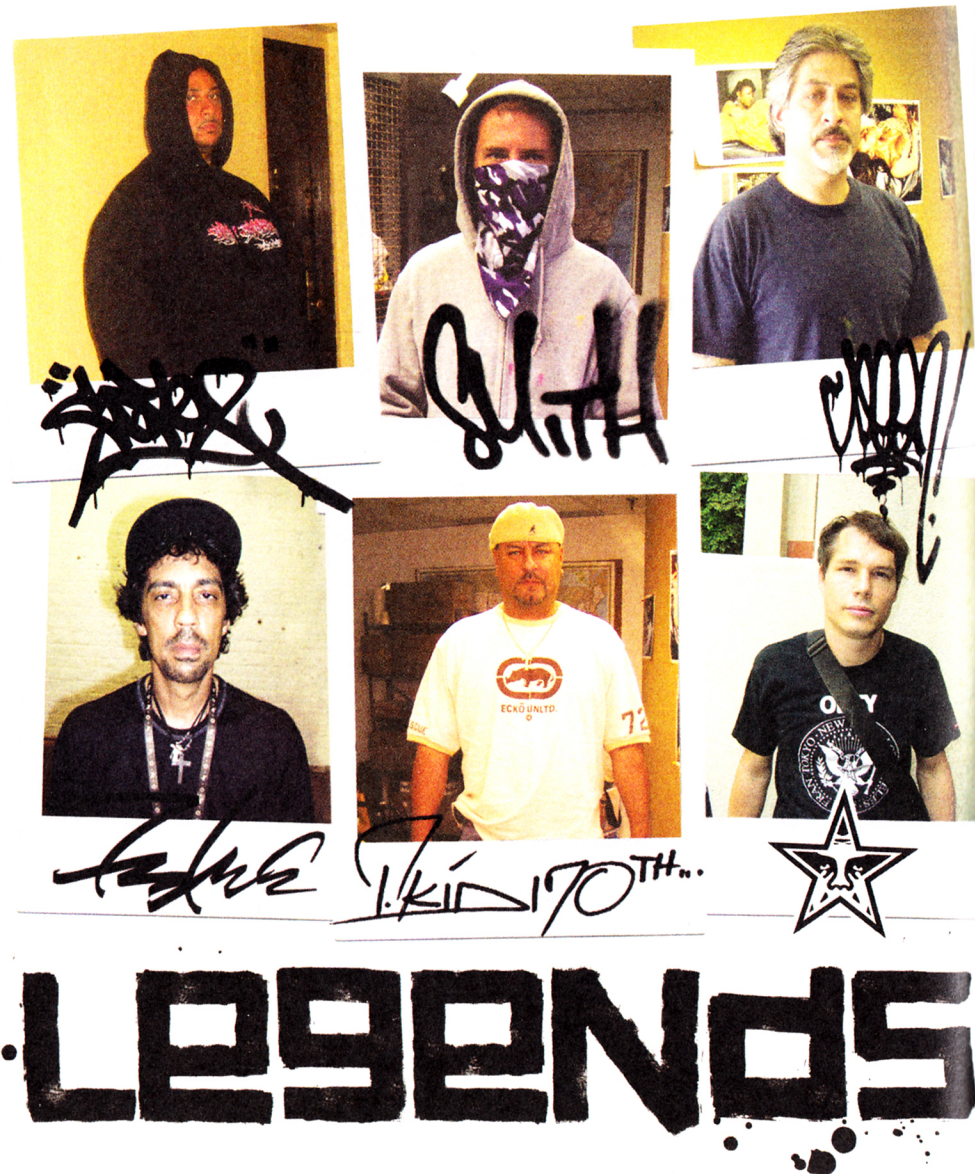
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SP ONE

SMITH SANE

AND YOU THOUGHT IT'S ALL AEROSOL?

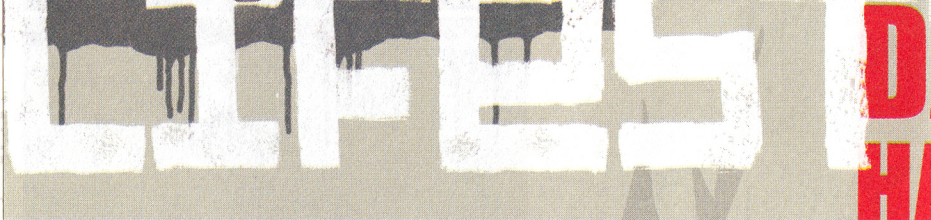
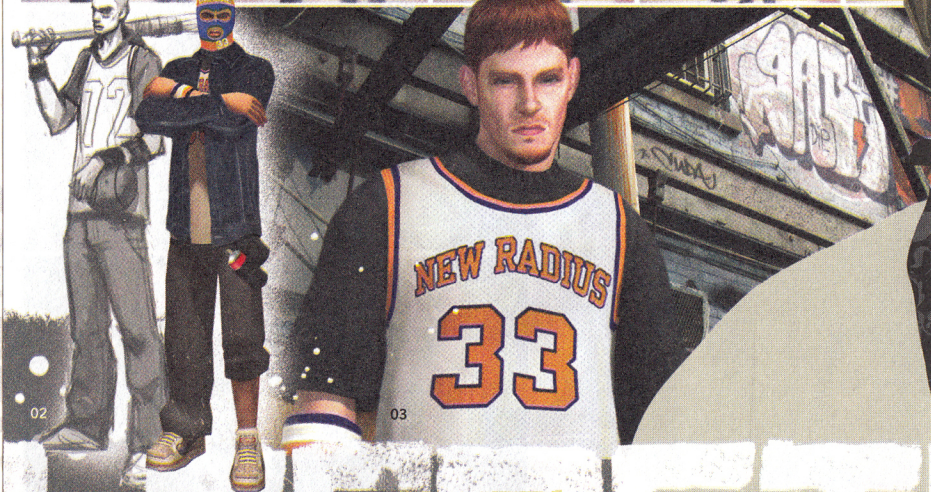
Photos by Angela Boatwright
Courtesy of Mass Appeal



PIONEERS OF THE GAME

To understand your future, you've got to know your past. Throughout the game, you will have the opportunity to interact with and learn from six of the most influential names in graf history. Represented in likeness and in voice, these individuals are more than just mentors, they are the embodiment of the 60+ writers who lent their art and insight to this ultimate tribute to the graf movement.





THE ART OF DETAIL

You can take the man out of style but you can't take the style out of the man. In a game built as a glimpse into the lives of real world writers, details as small as that New Radius Stunners scarf concealing Trane's identity were given special attention by Marc Eckō's own team of apparel designers. And that seemingly simple handshake between Trane and White Mike? The R&D team hit the streets to shoot video of the real deal, and then broke it down step-by-step to make sure it was legit.

01: HANDSHAKE STUDY SEQUENCE

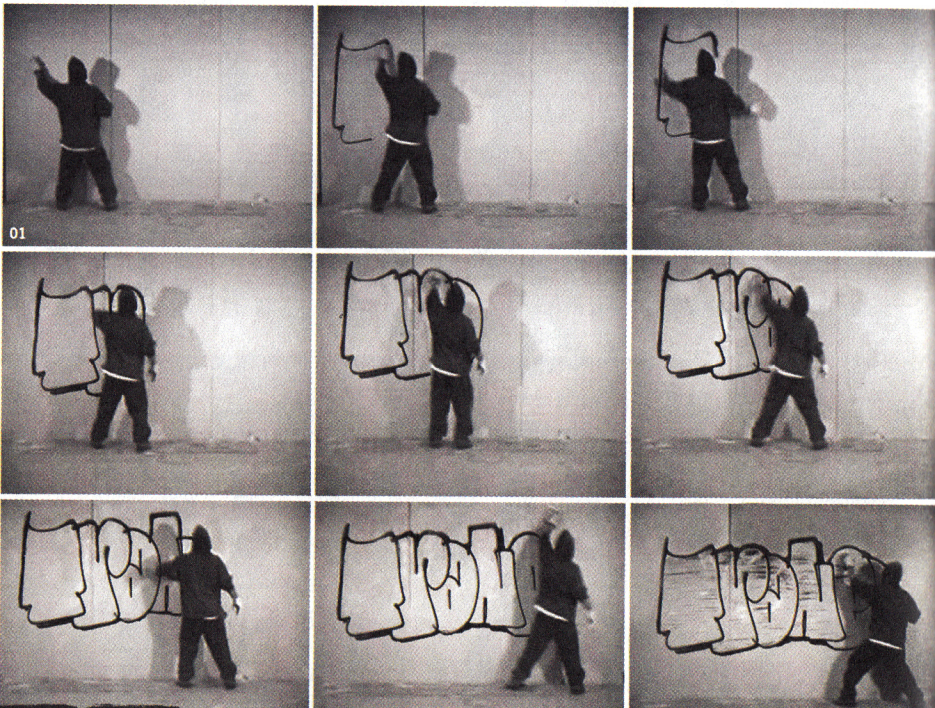
02: GABE'S CLOTHING STYLE DEVELOPMENT

03: GABE'S FINAL ATTIRE: NEW RADIUS STUNNERS BASKETBALL JERSEY

04: MASKS AND ACCESSORIES STUDY

05: ACCESSORIES AND STYLE DEVELOPMENT





01

POSSESSED

YOU'VE GOTTA LIVE IT TO LEARN IT

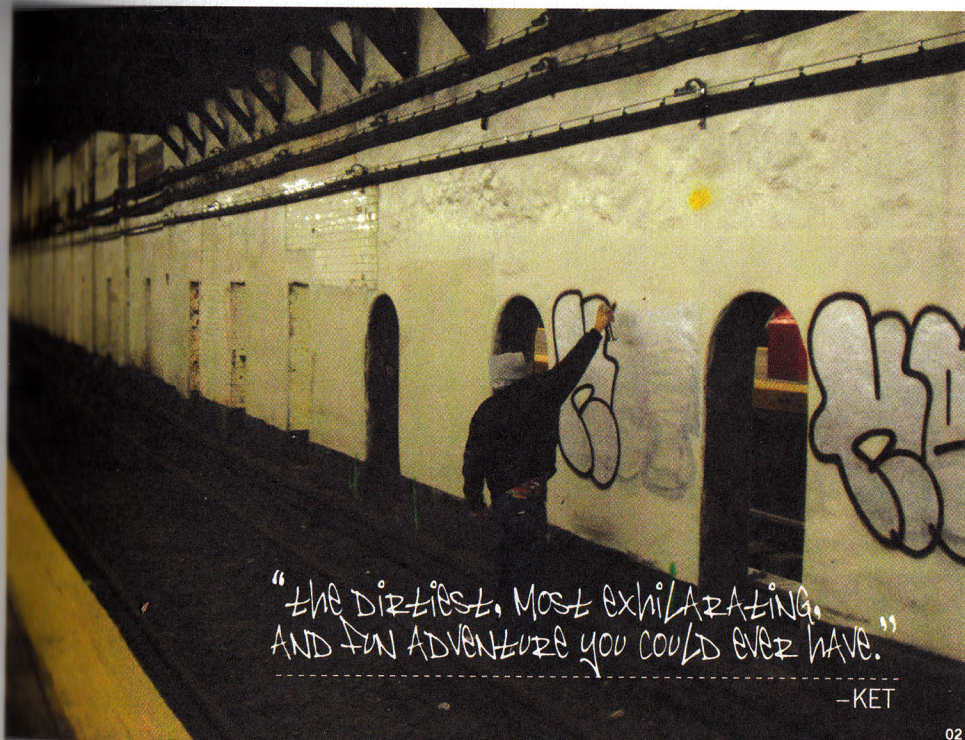
More than a game, this is a lesson in Graf #101. You can't teach 25 years of history without getting a little dirty, and you can't expect to get the life and style right without experiencing it up close. The adrenaline, the fumes, even the shadows cast in a long abandoned layup...these are the little things that the entire team had to study, absorb and live in order to create something true to this rich and complex culture.

01: EWOK.5MH FLIPPING A TRANE THROWUP

02: KET BOMBING THE TUNNELS

03: CUSTOM MARKER CONSTRUCTION RESEARCH

04+05: SCREENSHOTS OF TRANE BOMBING



"THE DIRTIEST, MOST EXHILARATING,
AND FUN ADVENTURE YOU COULD EVER HAVE."

-KET

02



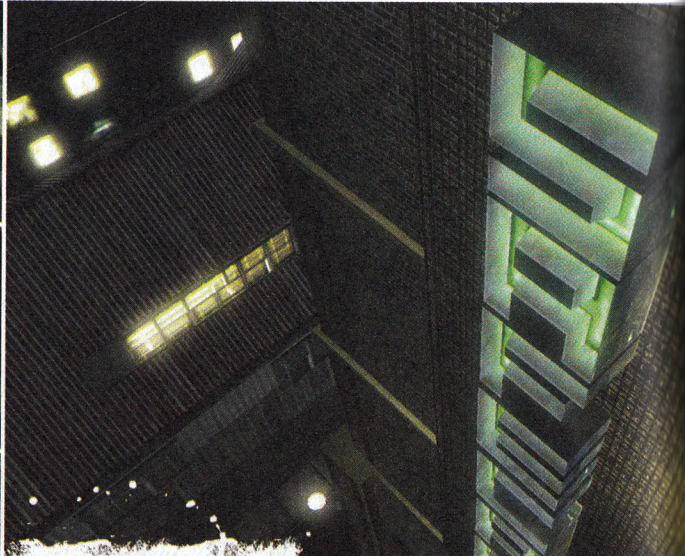
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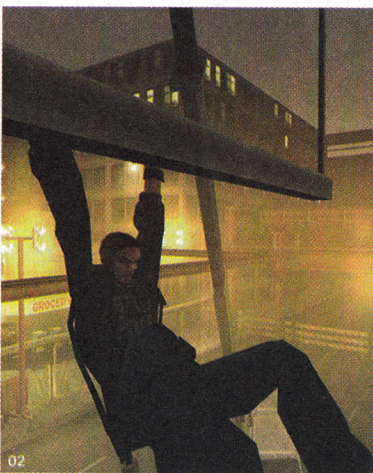
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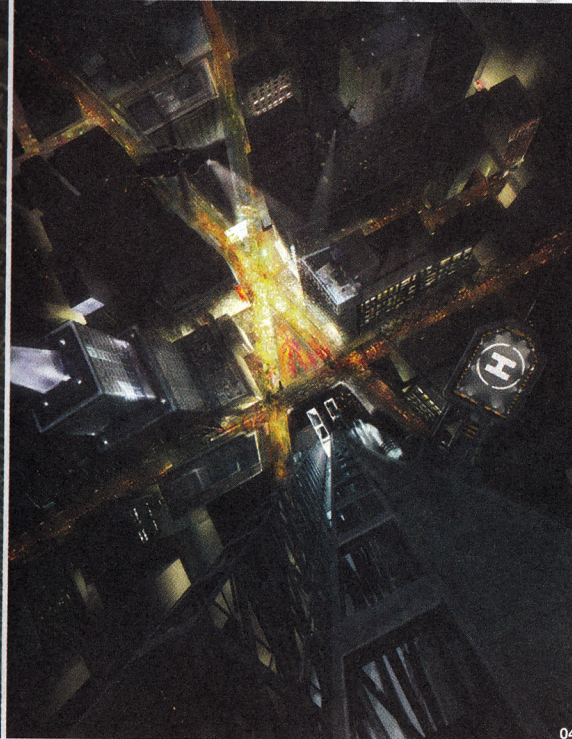
GET IN

DO NOT ENTER

As any good writer will tell you, the best way to get caught is to come through the front door. Whether exploring the underground or balancing high above the city, you must rely on your stealth skills to remain undetected, get your piece up and get the hell out.



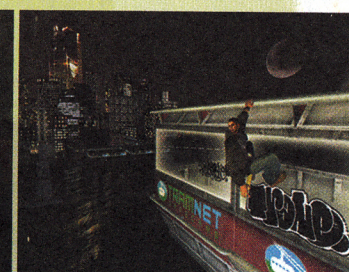
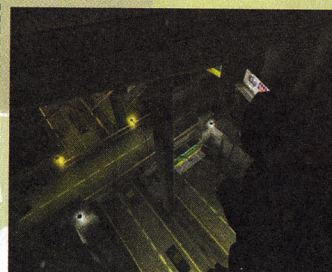
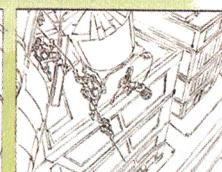
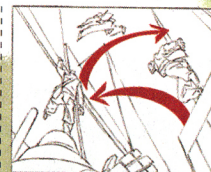
03



04

- 01: CLIMBING ELEVATED TRAIN SUPPORT BEAMS: COURTESY OF "STATE YOUR NAME"
- 02: BOMBING FROM DEATH-DEFYING HEIGHTS

- 03: TRANE CLIMBING CCK HEADQUARTERS
- 04: LOOKING DOWN ON NEW RADIUS FROM BLIMP
- 05: NAVIGATING THROUGH THE URBAN JUNGLE GYM



05

GET UP



WHAD'YA WRITE?

Dangling from a bridge 60 feet in the air isn't for most people, but you're a different breed. It takes dexterity to get up that high, and some special skills to create a piece worthy of an All City King. With over 1,000 works of art waiting out there to be unlocked, you've got a lot to accomplish and even more to learn. Steady on the drips.



by: SCIEH.123.KLAN	TEST.BTS	SUB.DF	SCIEH.123.KLAN	EWOK.5MH
TAGS				

by: EWOK.5MH	SUB.DF	SCIEH.123.KLAN
THROWUPS		

by: TEST.BTS	EWOK.5MH
ROLLERS	

by: BANKSY	EWOK.5MH	SCIEH.123.KLAN	EWOK.5MH
STENCILS			

by: EWOK.5MH	EWOK.5MH	SUB.DF	SUB.DF
STICKERS			

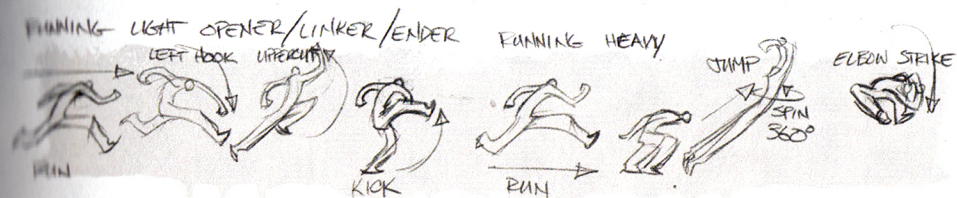
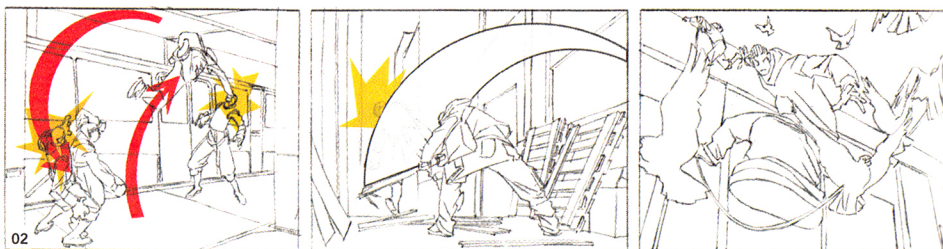
by: SUB.DF	SCIEH.123.KLAN
BURNERS	

by: SUB.DF	SUB.DF
MURALS	



STREET BALL WITH A DASH OF HOT SAUCE

The question was posed: "If Ang Lee can create a new fighting style, why can't we?" Not an easy task, but after a lot of research, weird science and bloodied noses, we proudly introduce Dunk-Fu. Take the anxiety-inducing urban navigation style of Free Running, mix with the ballet-like athleticism of basketball, and top it off with a heavy dose of Bronx attitude and you're ready to take whatever these mean streets are serving.



01: SLAMDUNK RESEARCH FOR FIGHTING STYLE

02: COMBAT AND STREET ACTION SKETCHES

03: RUNNING AND ACTION SKETCHES

04: RENDERED RUN AND JUMP SEQUENCE

05: SEQUENCE SHOWING EARLY STAGES OF DUNK-FU FIGHTING DEVELOPMENT



SEVEN YEARS

STORYBOARDS

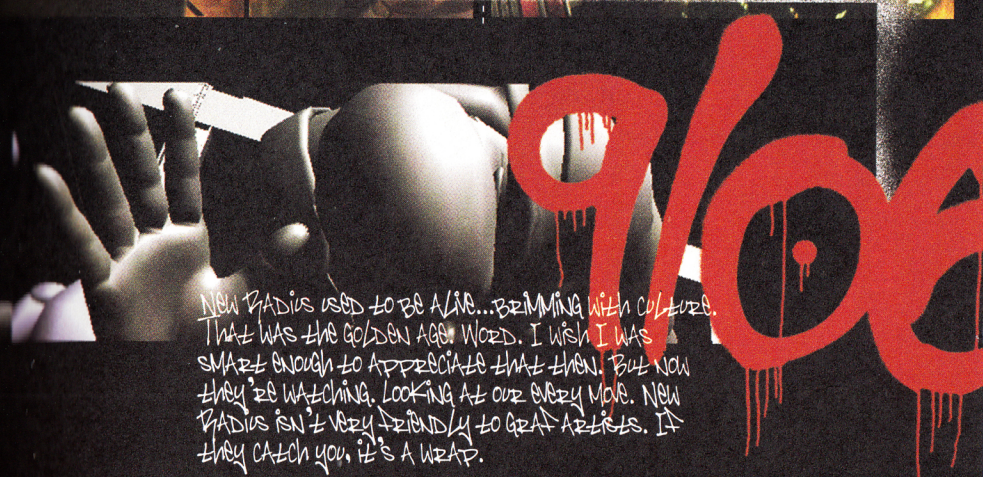


WHAT'S IT TAKE TO MAKE A GAME?

...375,000 hours, and 22.5 million minutes and 250 people later, the first chapter of the "Getting Up" story is now complete. Once envisioned as an animated film, the script finally found its true home as a narrative game thanks to the dedicated teams at *eckō unltd., Atari and The Collective. And despite the countless rewrites and technical issues, this script is something that all involved should take extreme pride in. "Now get back to work, bitches!!!!" - ME



OPENING CINEMATIC



NEW RADIUS USED TO BE A L.I.C...BRIMMING WITH CULTURE. THAT WAS THE GOLDEN AGE! WORD. I WISH I WAS SMART ENOUGH TO APPRECIATE THAT THEN. BUT NOW THEY'RE WATCHING. LOOKING AT OUR EVERY MOVE. NEW RADIUS ISN'T VERY FRIENDLY TO GREAT ARTISTS. IF THEY CATCH YOU, IT'S A WRAP.

HELLO
my name is

HELLO
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